

# Positive and negative consequences of media globalization essay examples

[Economics](#), [Globalization](#)



## Introduction

Globalization can be defined as the process through which the world's economies, cultures and technologies continuously become integrated. It involves the increased and enhanced movement of goods, ideas, knowledge and even people across national and continental borders therefore leading to an increased interconnectedness on a global scale

There are very many aspects of the globalization process but the most visible one is the spread of communication and information technology, which is the media. An example is the internet, particularly social networking which has empowered groups and individuals in many ways (Harf and Lombardi 280).

Globalization of the media enables a rapid popular culture spreading through which people can satisfy their needs. Basically, the globalization of the media enables people from all parts of the make contact with one another. It also enables the timely processing and delivery of a wide range of information including breaking news.

Another positive consequence of media globalization is the fact that it has contributes to the achievement of democratic processes in regimes and countries where democracy is not practiced. This is done by bringing the undemocratic issues into light, for example the social media has played a very humongous role in the recent of overthrowing of regimes in Arabic countries. Another example is the revealing of the Iranian nuclear projects ((Harf and Lombardi 282).

However, the globalization of the media can also have negative consequences. Campbell, MacKinnon and Stevens argue that the

globalization of the media can lead to the swallowing of some of the local media outlets by the transnational media conglomerates (102).

In addition, transnational media corporations can be a huge threat to the freedom of speech since they control essentially what goes into the market. This leads to a situation where information flow is commercialized and also dissemination of irrelevant information that does not fully satisfy the needs of the audience (Campbell, MacKinnon and Stevens 104).

In conclusion, the globalization of the media is a very sensitive issue that should be approached with caution since it exhibits both positive and negative consequences. Efforts aimed at establishing a balance between the two should be initiated immediately.

## **Works Cited**

- Harf, James E., and Lombardi, Mark O. Taking Sides Clashing Views on Global Issues (Taking Sides). New York: McGraw-Hill/Dushkin, 2012. Print.
- Campbell, Patricia J., MacKinnon Aran. , Stevens, Christy R. An Introduction to Global Studies. John Wiley & Sons, 2011.